10 or 15 seconds
BRAND-ASSOCIATION BILLBOARD

CONTENT SPECIFICATIONS

VO
- Promotion of the advertiser's product or service
- Reference to the associated content while incorporating the name of the sponsor.
  - This program is presented by…

SUPER/VISUEL
- With the advertiser's brand image and colours
- Visual of packaging allowed
- Advertiser's logo
- Advertiser's website

NOTES
- Commercial offers or "call to action" are permitted

TECHNICAL SPECIFICATIONS

Video	**XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime**
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	• 1 field maximum tolerable sound and picture misalignment
Time Code	• Drop frame mode, continuous (from start to end – not visible on screen)
	• Start at 10;00;00;00
	• No lead-in/lead-out, advertising only
Close Captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).
	• Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music" must appear in the closed captioning throughout the commercial.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code
	• The CC file needs to be structured for 29.9fps, Type: drop frame

If produced by Télé-Québec	**Elements required :** • **Creation Brief.** • All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

MATERIAL DELIVERY

TELEVISION

The file delivery method shall be by upload. You can use these paid delivery services or our FTP site:
• LaMajeure
• Extream Reach
or
• FTPsite: transit.telequebec.tv/public/Pubs/
Username: inviteftp
Password : wjufr(h37
IMPORTANT: when the material is uploaded, you must inform us via email at the following
address: routage@telequebec.tv

For all questions related to material, you can communicate with: routage@telequebec.tv